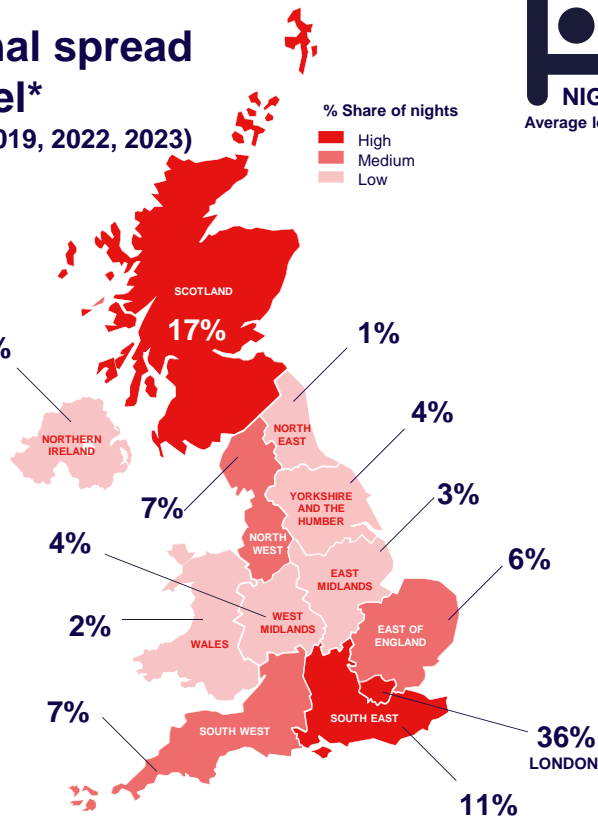


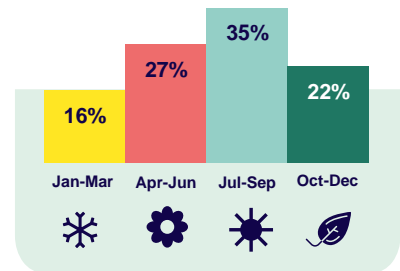
## Regional spread of travel\*

(average 2019, 2022, 2023)

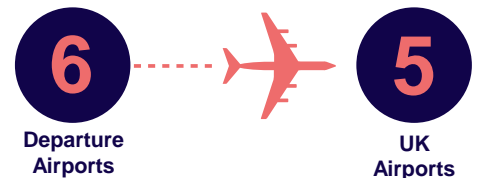


**Record spending** on visits from Canada to the UK in 2023: £970m overall, of which a **record** £459m came from those on vacation and a **record** £335m from visits to friends and/or relatives.\*

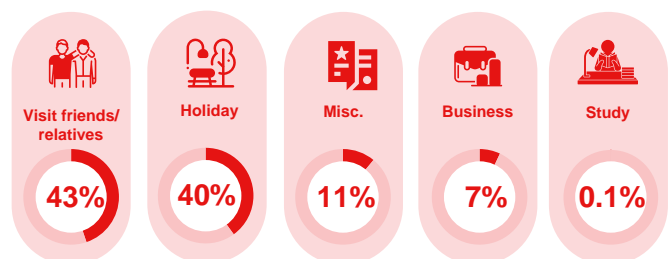
## Seasonal spread of travel\* (2023)



## Departure & Destination Airports\*\* (2023)



## Purpose of travel\* (2023)



Sources: \*International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms. \*\*Apex as of May 2024.

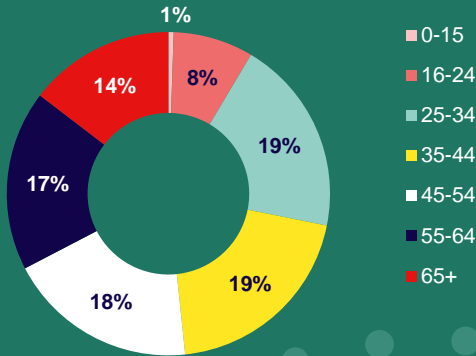
Consumer website: [visitbritain.com](https://visitbritain.com)  
 Corporate website: [visitbritain.org](https://visitbritain.org)  
 Image Library: [assets.visitbritain.org](https://assets.visitbritain.org)  
 Trade website: [trade.visitbritain.com](https://trade.visitbritain.com)  
 Media centre: [media.visitbritain.com](https://media.visitbritain.com)

**VisitBritain**  
 777 Bay Street, Suite 2800,  
 Toronto, ON M5G 2G2 Canada

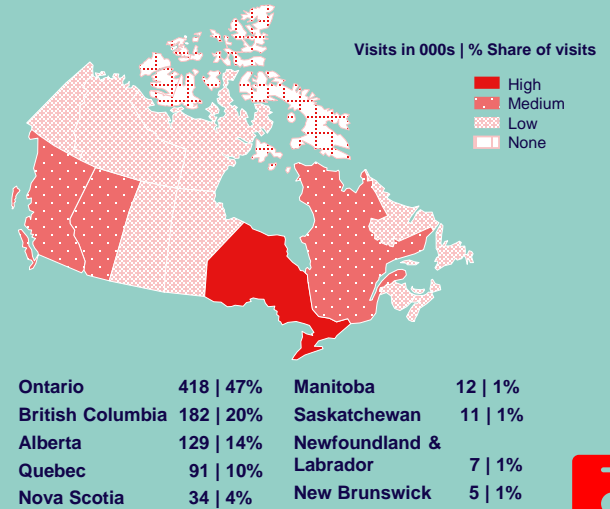
**Cathy Stapells**  
 Country Manager Canada  
[Cathy.Stapells@visitbritain.org](mailto:Cathy.Stapells@visitbritain.org)

**Lynda Falcone**  
 Travel Trade Manager Canada  
[Lynda.Falcone@visitbritain.org](mailto:Lynda.Falcone@visitbritain.org)

## Key demographics\* (2023)



## Visitors' origin\* (2022)



## Top drivers for destination choice\*\*\* (2022)

- 1 Offers good value for money
- 2 Is a welcoming place to visit
- 3 It's easy to get around once there
- 4 There is beautiful coast and countryside to explore
- 5 Can roam around visiting many types of places



## Perceptions of the UK\*\*\*\* (2023)

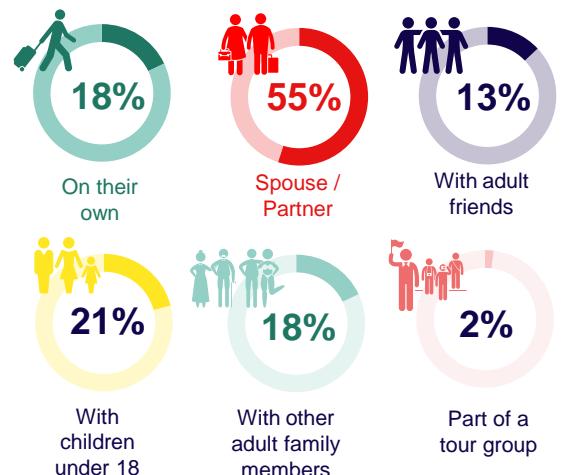
The UK ranks within the top 10 out of 60 nations for:



## Top sources of inspiration\*\*\* (2022)



## Travel companions\*\*\* (2022)



Sources:  
\*International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown  
\*\*\* VisitBritain/Kubi Kalloo MIDAS research project 2022  
\*\*\*\*Anholt-Ipsos Nation Brands Index 2022

**79%**  
state holidays  
benefit their  
wellbeing

### Top 5 activities desired on a holiday/short break abroad

- 1 Experience coastal places and scenery
- 2 Explore local food and beverage specialities
- 3 Visit famous/iconic tourist attractions and places
- 4 Explore history and heritage (historical sites, architecture)
- 5 Experiencing city life

### Top 5 sustainable actions by visitors to Britain<sup>1</sup>

- 1 Buying local when I can
- 2 Using public / greener transport
- 3 Visiting places outside of peak season
- 4 Visiting less well-known places / attractions
- 5 Supporting tourism businesses investing in local people/economies

### Likelihood to combine Britain with other destinations



Travel only to Britain



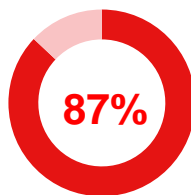
Combine a trip to Britain and other places in Europe



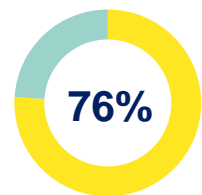
Undecided



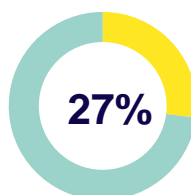
### Share of Canadians interested in visiting UK film/TV locations in future\*\*



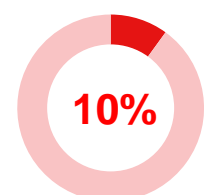
### Share of Canadian visits which were repeat visits\*



### Share of Canadian travellers with accessibility requirements



### Share of Canadian travellers who identify as LGBTQIA+



**Sources:**

\*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals: 2015

\*\*Anholt-Ipsos Nation Brands Index: TV/film locations, 2023, base: UK considerers

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022

<sup>1</sup> based on previous visitors to Britain